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**Seaport Promotional Fund  
Recommended Expenditures  
FY 03-04**

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Also incorporated in the Budget Ordinance are recommendations for Seaport Promotional Fund expenditures totaling \$750,000 for other County offices and programs and \$570,000 to support the following maritime industry related events. These funds will be transferred to the appropriate entities pursuant to execution of standard agreements approved by the County Attorney's Office. Expenditures of such funds shall be spent in accordance with the budgets submitted as part of the standard agreements. In some instances the funds will be spent directly by the County as set forth below.

**1. Miami Children's Museum**

Event title: "Sponsorship support"  
Amount recommended: \$50,000

The Miami Children's Museum is a magical place where children of all ages can play together, learn, imagine and create. The museum offers interactive exhibits, programs and learning materials related to arts, culture, community and communication. The signature gallery of the Museum will showcase the Port of Miami. The goal of the exhibition is to explore the operations and necessities of a large international port. This will be achieved by introducing the concepts of importing and exporting, depict the importance of trade and its cultural effect on the community, explore different careers associated with the port, demonstrate the idea of navigating a ship, including piloting and map reading and exploring environmental issues related to the port. The Seaport Administration considers this an excellent opportunity to achieve its community outreach objective.

**2. Latin Chamber of Commerce (CAMACOL)**

Event title: "Hemispheric Congress"  
Amount recommended: \$125,000

The Hemispheric Congress is considered one of the most successful conduits for interaction among the business communities of the Americas. Several programs designed to enhance trade relations in the hemisphere have been developed as a result of the conference. These include a hemispheric network for dissemination of commercial information; the Inter-American Economic Commission, headquartered in Miami-Dade County; Sanchez-to-Sanchez-to-Smith, which links Latin American and Caribbean Basin executives with Hispanic manufacturers in Miami-Dade, Florida and the United States; training programs designed to strengthen entrepreneurial skills; and the Inter-American Business Matchmakers, which links Miami-Dade and Florida manufacturers with buyers from the region, thereby increasing export sales to Latin America and the Caribbean. The support of Miami-Dade County will again enable the Congress to strengthen multi-lateral trade, and develop markets for our products. This event benefits Miami-Dade County by promoting trade to strengthen our local economy.

**3. Greater Miami Convention and Visitors Bureau**

Event title: "Joint Pre-and-Post Cruise Promotion Program"  
Amount recommended: \$150,000

The aim of this program is to increase the length of stay in Miami-Dade County for cruise and air passengers utilizing the Dante B. Fascell Port of Miami-Dade and Miami International Airport as embarkation/debarkation points for overnight cruise voyages. Other participants targeted for cooperation in this program include cruise lines, airlines and area hotels. A portion of these funds will be utilized, as in the previous two years, to co-sponsor the Florida Caribbean Cruise Association Gala Dinner. This dinner is supported by the Seatrade Cruise Convention which benefits the tourism industry in Miami-Dade County.

4. Florida International University

Event title: Inter-American Conference of Mayors  
Amount recommended: \$ 65,000

The aim of this conference is to strengthen democracy in the hemisphere by creating opportunities for discussion among local leaders and those interested in local government. It provides a forum for discussion of common issues and varied experiences, which enables participants and communities to learn from one another. The event benefits our community by showcasing Miami-Dade County and its authorities as key resources in strengthening local government throughout the Americas.

5. Seatrade Cruise Shipping Convention

Event title: "FCCA Gala Dinner, Conference and related events"  
Amount recommended: \$93,000

The Seatrade Cruise Shipping Convention is the premier annual convention in the cruise industry. It is attended regularly by over 5,000 participants, including some 800 cruise line and travel agency executives. Miami-Dade County was chosen as the convention site based on its reputation as the "Cruise Capital of the World," and there is no single cruise event in the world from which the Dante B. Fascell Port of Miami-Dade and the County can receive more exposure. Funds for this event will be spent directly by the Port for the FCCA Gala Dinner, Conference and related events.

6. Florida Custom Brokers & Freight Forwarders

Event title: "Port Night"  
Amount recommended: \$5,000

Florida Custom Brokers and Freight Forwarders Association is a South Florida association comprised of over 200 local member firms representing the transportation cargo industry in all modes. This group controls or routes a large percentage of the cargo imported and exported throughout South Florida. Their members include ocean carriers, non-vessel operating common carriers, freight forwarders, custom brokers, shippers, air carriers, railroads and trucking companies. Funds in support of this event will be spent directly by the Port for the Association's annual Port Night dinner.

7. American Association of Port Authorities ("AAPA") Related Host Events

Event title: "AAPA Luncheon/Dinner Reception"